

## CLAIMS

1. A flexible pouch comprising:  
a compartment formed by a first panel sealed to a second panel; and  
a column disposed between the first panel and the second panel, the column being  
5 open at an external end and sealed at an internal point.

2. The pouch of claim 1 wherein the sealed internal point is a first piercing point.

3. The pouch of claim 2 further comprising a straw for piercing the piercing point.

4. The pouch of claim 3 wherein the straw is pointed.

5. The pouch of claim 2 wherein the column is tapered so as to be wider at the external  
10 end.

6. The pouch of claim 2 wherein the column is defined by a first wall and a second wall, the first wall and the second wall of the column extends inwardly toward the compartment.

7. The pouch of claim 6 wherein the column extending inwardly beyond the piercing point.

15 8. The pouch of claim 2 wherein the column further comprises a second piercing point.

9. The pouch of claim 2 wherein the first panel further comprises a cutout, the cutout positioned on the external end of the column.

10. The pouch of claim 9 wherein the cutout exposes an internal surface of the second panel.

20 11. The pouch of claim 1 wherein the first panel is sealed to the second panel along a perimeter.

12. The pouch of claim 11 wherein the perimeter further comprises a gap in the seal along the perimeter, the gap forming the external end of the column.

13. The pouch of claim 1 further comprising a removable portion that covers the external end of the column.

14. The pouch of claim 1 further comprising a third panel sealed between the first panel and the second panel, the third panel forming a gusseted bottom.

5 15. A method of making a flexible pouch comprising:

sealing a first panel and a second panel together to form a compartment; and

forming a column extending into the compartment, an interior point of the column further comprising a frangible piercing point.

16. The method of claim 15 wherein the frangible piercing point piercable by a straw.

10 17. The method of claim 15 further comprising forming the column of a first wall and a second wall, the first wall and the second wall extending beyond the frangible piercing point such that the straw is guided into the interior of the compartment after it pierces the piercing point.

15 18. The method of claim 15 wherein one of the first panel and second panel further comprise a cutout operably positioned at an external end of the column.

19. The method of claim 15 further comprising forming a removable section that covers an external end of the column wherein when the removable section is removed, the external end of the column is operably exposed for inserting the straw therethrough.

20. The method of claim 14 further comprising forming a second piercing point in the column.

21. A flexible pouch for storing a juice product comprising:

a compartment defined by a panel, the panel formed of a multi-layer laminate; and

a column extending through the panel and into the compartment, the column further comprising a frangible piercing point disposed in the column, whereby the column is

conFIG.d to receive a straw, the straw designed to pierce the piercing point for removal of the juice from the compartment.